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## Hotel Roger Williams now just The Roger

New York, New York

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### REPRINTS

A number of hip hotels have sprung up near Madison Square Park lately—among them The Nomad and the Gansevoort Park Avenue. To stand out, the 30-year-old Hotel Roger Williams on Madison Avenue at East 31st Street is assuming a new identity.

Newly dubbed Roger, the property is getting a \$10 million makeover that includes the complete renovation of its 194 guest rooms and a new restaurant and lounge, to be operated by hospitality guru Steven Kamali.

“We expect to compete at the higher end in our neighborhood,” said John Flannigan, president of JRK Hotel Group, which sold the property to La Salle Hotels last year and continues to operate it. The boutique was last updated when JRK bought it in 2003.

Room rates will likely rise to as much as \$500 per night from approximately \$325 when the renovation is completed in June, added Mr. Flannigan, whose firm owns four hotels outside New York and 250 residential properties in 30 states.

Mr. Kamali expects the lobby-level lounge to draw a crowd beyond hotel guests. “We are creating something luxurious,” he said, “drawing inspiration from uptown hotels like The Carlyle, The Surrey and The Mark.”

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